



# SLEEPwell

MATTRESS AND TECHNOLOGY EXHIBITION

## expo

2016

innovation

technology

design

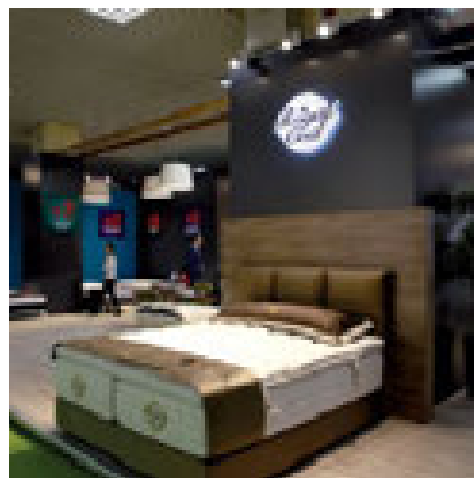
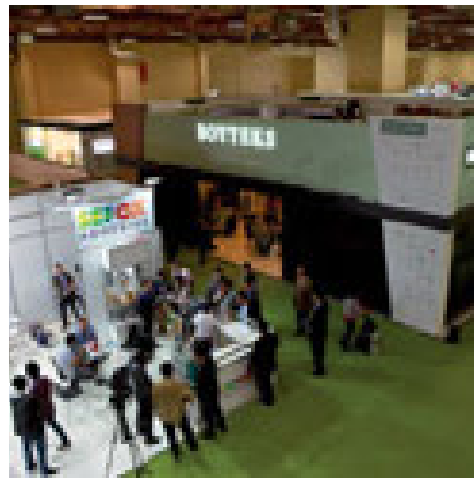
20-23  
October 2016  
ISTANBUL EXPO CENTER - TURKEY



mattress and technology exhibition



mattress and technology exhibition



# Innovation, Technology and Design cooperation in the mattress industry...

## Innovation

From putons to wool mattresses, from foam mattresses to the contemporary mattresses of today... All innovative products. We could say that the mattresses have come to the end of the most modern changes but every day new innovative components are discovered. The sector follows up all these novelties at SLEEP WELL EXPO Istanbul.

## Technology

The need for serial production with the way of technology increases as much as mattress production and demand increase. All kinds of high technology mattress production machines are showcased in SLEEP WELL EXPO. The most exclusive and innovative mattresses with special designs are produced with these high technology machines.

## Design

Design is one of the most important marketing values of our age. A new product can get value with design no matter how quality it is. A quilting machine of which capacity is increased with a new design can provide faster production, and a new mattress enriched with a breathing capsule leading the way for a better ventilation with a new design can sell more. You find all new machines, components, sleep products and mattresses at SLEEP WELL EXPO. .

# About The Fair

As the first and the only fair in its field in Turkey, SLEEP WELL EXPO is a show bringing mattress main industry, sub-industry, machinery and components industry professionals together. The fair is an excellent platform to launch and to see the latest technologies, innovative products and latest collections. To be held on October 20-23, 2016, the fair was introduced in 2014 and the premiere edition was welcomed very well by the industry.

1st edition hosted 51 domestic and 8 foreign exhibitors totaling 59 exhibitors and welcomed 5,171 professionals.

2nd edition hosted 79 domestic and 22 foreign exhibitors totaling 101 exhibitors and welcomed 1538 visitors representing almost 100% growth in only its second edition.

It will open this year for the third time as the only sleep products specialty fair, 20-23 October 2016.

The show brings all professionals of the sleep products industry together and visitors come from all parts of the world especially from the neighboring countries. The fair attracted especially the interest of those world brands who want to sell to the Turkish market, and those who want to invest in and penetrate into Turkish market. The CEOs of the world mattress industry, top officials, purchasing managers, manufacturers, consumers, domestic and

foreign representatives and dealers all attend the fair. The Sleep Well Expo Show embraces and brings all collaborators of the sector together. It is a real trade platform for all branches including the main industry, the supply industry, machinery and equipment industrialists.

As the only specialty fair in its field in Turkey, Sleep Well Expo has been an ideal venue for the whole industry in its 2014 premiere edition with the participation of 67 exhibitors of which 8 were foreigners and 5,171 visitors. Turkey is an emerging and stable market with its fast growing population, advantageous location and developing economy. The mattress industry, mattress machinery and equipment are among the fastest growing sectors in Turkey. The developments experienced in the sector and the innovations, the collaboration among industrialists are the important factors motivating the improvement of the mattress and bedding industry in Turkey. All these positive developments urged a fair in the industry and that's how SLEEP WELL EXPO" show was born. It is held at the opposite side of Istanbul's most famous international airport, Ataturk International Airport from where you can get the exhibition grounds in a few minutes. It is almost very clear that the fair will be one of the strongest fairs in the bedding industry worldwide in the very near future.





20-23 October 2016 Istanbul Expo Center

# Promotion of the Fair



SLEEP WELL and SLEEP TECH magazines are the main media sponsors of the fair. In addition to advertisements, news and promotions, free invitations are sent to all readers. Apart from these, the sectorial publications, daily newspapers, webpages, TV and radios are other promotion media. Also the number of visitor is aimed to boost by cooperating with all chambers, foundations and associations. The media, which we collaborated with, and planning to are listed below:

Everything about  
mattress is in this show!

**Tv Channels:** TGRT Haber, NTV, Haberturk, CNN Turk, Bloomberg TV

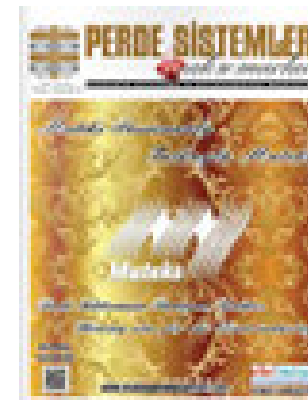
**Newspapers:** Hürriyet, Habertürk, Sabah, Dünya, Posta, Milliyet, Vatan, Türkiye, Akşam, Bugün, Yeni Asya, Güneş, Yeniçağ, Öncevatan, Karşı, Milli Gazete, Milat Gazetesi

**Radios:** NTV, CNN Turk, Radyo Eksen, Habertürk, Bizim Radyo, Radyo Fon, Şahin Radyo, TGRT Fm

News Agencies: IHA

**Magazines:** Home Textile Exports, Decor, Curtain Systems & Accessories, Contract Business, Yapi Malzeme, Medikal Teknik, Tekstil Teknik, Konfeksiyon Teknik, Hotel Restaurant.

**Webpages:** hurriyet.com.tr, milliyet.com.tr, cnnturk.com.tr, haberturk.com.tr, sabah.com.tr, ensonhaber.com.tr, tg.com.tr, hometextile.com.tr, sleepwellmagazine.com, sleeptechmagazine.com, decor-mag.com, img.com.tr, yapimalzeme.com.tr, medikalteknik.com.tr





# Exhibitor Profile

## **SLEEP WELL**

Innerspring mattresses, visco mattresses, latex mattresses, adjustable mattresses, sleeping systems, roll mattresses, bedstead systems, visco pillows, medical pillows, cribs and kids' beds, mattress-protecting alezes, movable beds, customized beds, round mattresses, organic mattresses, intelligent mattresses, bases, metal bedsteads, headboards and trade press...

## **SLEEP TECH**

Quilting yarns, mattress ticking fabric yarns, mattress cords, knitted mattress ticking fabrics, woven mattress ticking fabric, mattress tapes, handles, base fabrics, base feet, moving mechanisms, base skeleton, nonwoven fabrics, finishing, mattress hotmelt glue, springs, spring wire products, foam, visco, latex, gel technologies, bedstead and mattress zippers, mattress cases, stuffing materials, felts, bedding accessories, mattress lines, quilting machinery, mattress packaging machinery, type edge machinery, sewing machinery, spring coiling machinery, finishing preparation and mixing machinery, nonwoven finishing preparation machinery, finishing recycling machinery, pillow press machinery, mattress border machinery automatic glue line, automatic mattress case zipper sewing machinery, testing laboratories, new technologies, mattress labels and trade press.





# Exhibitor Profile

- Mattress manufacturers
- Pillow manufacturers
- Sleep product manufacturers
- Sleep product exporters
- Sleep product sellers
- Mattress exporters
- Mattress importers
- Mattress material importers
- Home textile producers
- Quilt producers
- Material suppliers
- Distributors
- Dealers
- Retail store purchasing officials
- Department store purchasing officials
- Furniture sellers
- Designers
- Hotel purchasing managers
- Interior designers
- Trade chamber and sector company officials

## Breakdown by days

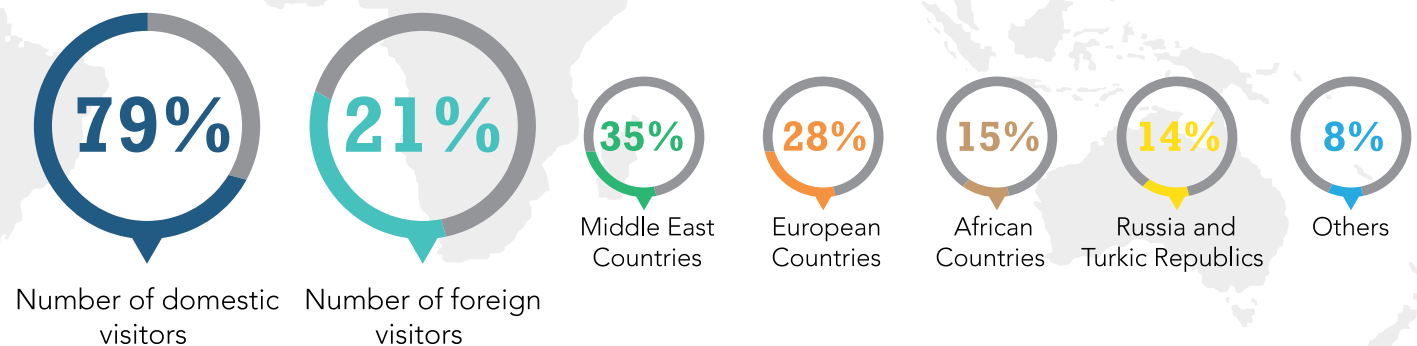
1 <sup>st</sup> day	: 1,588
2 <sup>nd</sup> day	: 1,418
3 <sup>rd</sup> day	: 1,444
4 <sup>th</sup> day	: 788
<b>Total</b>	<b>: 5,238</b>

## Breakdown of visitors by regions

Middle East Countries	: 374
European Countries	: 302
African Countries	: 166
Russia and Turkic Republics	: 156
Others	: 82
Number of foreign visitors	: 1,080
Number of domestic visitors	: 4,158
<b>Total</b>	<b>: 5,238</b>

## Breakdown of exhibitors

Domestic exhibitors	: 79
Foreign exhibitors	: 22
<b>Total</b>	<b>: 101</b>



# Why Should You Participate in the Fair

## **The truest venue for the sector!**

The firms, which deal with mattress main and supplier industry, machinery and equipment, visit the fair by coming from both Turkey and surrounding countries in order to boost their production efficiency and competition.

## **Opportunities to negotiate with the top level managers!**

Mostly as the top-level managers and company owners, the professional visitors come to Sleep Well Expo Fair to contract business agreements. Majority of the fair visitors consists of top-level officials, general managers, assistant general managers, purchasing and finance managers of producer firms that want to get information about the new technologies, products and services.

## **Enlarge your connecting network for more business agreements!**

You have the chance to meet with the sector officials who come from the Middle Eastern countries, European countries, China, the USA, Russia and Turkic Republics and many surrounding countries. Sleep Well Expo Fair constitutes an excellent platform between exhibitors to set new business connections as well as letting exhibitors meet with target audience of visitors.



mattress and technology exhibition

# Notes from Sleep Well Expo 2015

The vision of increasing capacity, building up brand images and plans to penetrating into new markets of exhibitors supported the success of the show considerably.

\* Although the first edition of the show had been staged in two halls, the second edition (2015) was held in three halls representing a 33% growth in space but over 71% in number of exhibitors.

\* Excellent preparations were conducted and 150 thousand invitations were efficiently distributed to related organizations, companies and people.

\* Thanks to its efficient promotion the fair succeeded to attract a great number of visitors from many sectors of the industry.



20-23 October 2016 Istanbul Expo Center

# You are invited

Sleep Well Expo Fair is an organization where all professionals who serve to the mattress sector will meet. The successes of the fair, new products, application examples and sharing of information will be exhibited at Sleep Well Expo. We invite you to the enthusiastic and colorful world of Sleep Well Expo Fair. You can download e-ticket from our webpage for free.

## Fair Catalogue

The fair participant firms introductory information in the booklet to be prepared and offered to interest of visitors. This catalogue will be a guide of the entire sector up until next Sleep Well Expo Fair.

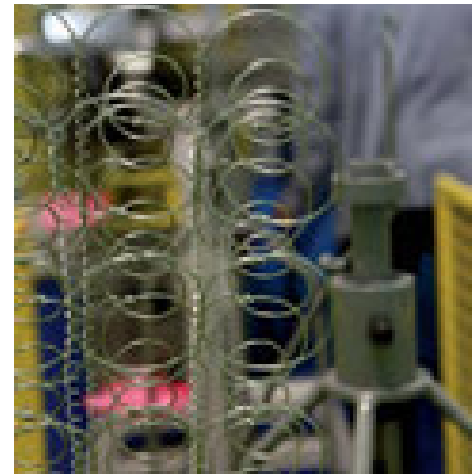
## Events

Various seminars and events that exhibitors and visitors will get information about new products, developments and applications, will be organized. All announcements related to this issue will be made on the web page of the fair: [www.sleepwellexpo.com](http://www.sleepwellexpo.com)

## Ready stand

Packet Stand Price inclusives

- Empty space
- Octonorm lateral panels
- Rug
- Electricity connection
- 220V triple socket and cable, 100 watt lighting for every 3 sq meters
- Registration fee
- Firm information script on frontal
- Firm and product information in Turkish and English in the fair catalogue
- Security services
- General corridor cleaning
- Invitations and fair entrance tickets





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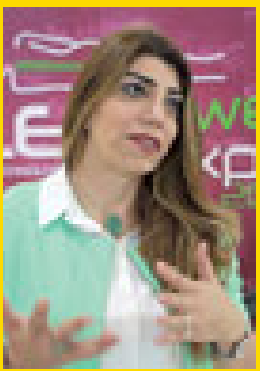
# Testimonials



Önder Honi

First of all we thank to those who planned its concept, organized, participated in and visited this show. Having a part in these activities, I personally have been so happy. It happened to be beyond our expectations. I hope that it will be more successful in the future. My companies and I will always give full support we can for further progress of the Sleep Well Expo fair. We are ready to contribute to it. Both the number of participants and their profile have changed remarkably. There was more participation from abroad. They were larger companies. One of the top firms in the world was also in the fair. I believe that this has contributed much to the effectiveness of the event. General profile of the visitors is naturally regional, however, more foreign visitors are expected for the next edition of the fair.

People are tired of visiting the same and similar fair held in China each year. It is hard for them to go there. Another fair is held biannually; this is also a minus point. The location of the fair is right both in geographical sense and vis-a-vis to the size of mattress industry in Turkey. So, I think it will be better in the future. We repeat our appreciations for your efforts.



Berna İlter  
General Manager, Brn Yatak

I am personally happy for this edition of the fair. The fair has special meaning for us and for some of my friends. Sleep Well is kind of our baby for us. In our talks with our friends we had been thinking about having such an event that would cover only mattress related businesses out of the furniture industry. I am in the opinion that, this industry could not be developed as much as its potential in export markets. The fair is an important event for this aim. Without having any support from NGO or associations, the fair was started by the efforts of a couple of initiative people; the fair now became a professional organization. Its size and coverage have been doubled in two years. A new hall was added and affected fair businesses in other fields. We learned the benefits of collaboration. I, as my company, am exporting our products and one of the major exporters in the country. With our friends we supported the event. If we keep our support, the fair will easily become an international event. We saw here many greater brands from abroad. I hope that they will be more next year. The mattress industry keeps growing both in Turkey and abroad. I thank you all people and parties that contribute the success of this event.







We have already expressed our views earlier, that Sleep Well Expo is an exciting event. We appreciate the importance of your efforts on the way of improving the power of the industry by organizing special events for the industry.

The visitor profile for this fair has shown that the event has a potential to be a major competitor for fairs in similar field. The results we got last year in this fair was so promising that we now have participated again. We have no doubt that the fair will be greater in the future and will expand its coverage both in terms of space and participants. We believe that Turkey may be an important center for bedding industry in the world. Even the Interzum may be an alternative for this fair, not the vice versa. We did this in furniture industry and we can do it again in bedding components field with the support of Sleep Well. We as entrepreneurs believe this and we thank you all.



**Erol Boydak,**  
General Manager, Boyçelik

Last year we got positive feedbacks, so we were here again with the same expectations. So far it is more productive. There were new participants, new customers, and our clients from several countries. We got a good opportunity to introduce ourselves to new buyers. Our clients were also satisfied. They emphasized on the importance of focus of the fair. We got their opinions about future events. They were optimistic.

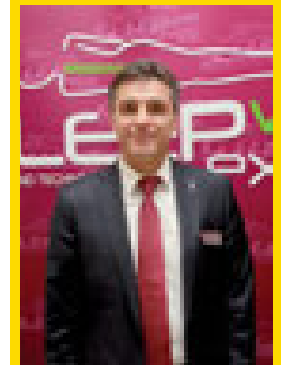
The fair was also good for its timing. It coincides with the time for preparations for their 2016 collections. It was good both for us and for our customers. Earlier, fairs have been held in the first quarter of the year. In this sense we and other companies have found more time for the fair. Sleep Well is growing each year. This time there were three halls. Combining the presenters from finished products industry and from their suppliers have increased the number of potential visitors of the fair. Ratio of satisfied customers who expressed their satisfaction is high, so there will be more in the next edition. We thank you all parties who contributed in the organization and execution of the fair. We expect more effective events and activities in the future for more visitors, participants and professionals. Customers from Middle East were in majority besides those who came from Far East. They have been in Turkey for the first time and they saw our tests we applied on our products by themselves. We hosted them in Kayseri and Istanbul. They witnessed the development of the industry in Turkey. We have had guests from Middle East, the Balkans, England, Ireland, Italy and even Philippines. It will be even more productive in the coming years. We thank you all for everything.



**Gökmen Kara,**  
Sales Manager, Boyteks:

Primarily we thank regarding your contributions. We had exhibited last year also and last year our visitors were over our expectations despite being first edition. This year there are more exhibitors than last year, especially featuring a specialized fair is very important for us. Normally, domestic fairs are held, but we did not

find much more space and were overcrowded, and regarding there was not specialized fair in our sector did not perform productive, efficient. This fair is quite effective. Maybe the number of visitor is not much more compared to other fairs, however regarding everybody comes to the fair peculiar to their business all of stands are full and all of them negotiate business. In other words, there is no unnecessary visitor portfolio. We are glad from this year's performance. The fair venue requires being enlarged some. Especially upper floors are very good but the lower floor is insufficient. If this point is taken into consideration by the officials of the fair, we will be glad. We are glad overall. As I said before, we join for the second time. We had also participated last year. This year participant profile is good. They are entirely related with mattress and equipment sector. Important companies take place. In terms of visitors, our target audience is the Middle East and neighboring countries and the Balkans, which are our primarily export regions. There are visitors in outstanding number from those regions. We have used this fair in an effective way because of your promotion works as well as our customers that we informed before. There are also our customers with whom we met first time, in addition to our current customers. Thanks.



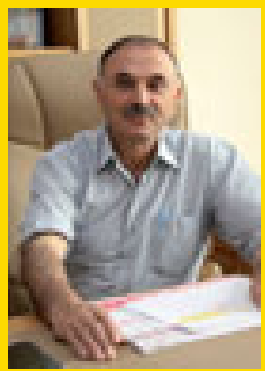
**Mehmet Ali Yörük,**  
General Manager, Form Sünge





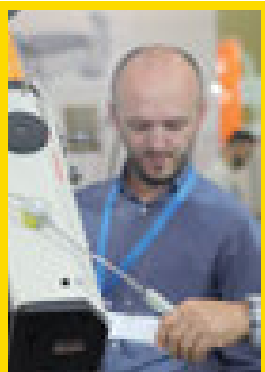
Uğur Yıldız,  
Board Member, Bucca:

We are enjoying a good fair. It is quite delighting, and we are hosting guests from abroad. Reaction of everybody to our stand and products is good. It is a happy fair. In fact, consumers have been reacting for a long time and thanks to this fair we have also seen how reaction of the producers is, because this is a sectorial fair. The producers came from throughout Turkey, everybody liked much. Many firms approached by stating their opinions as, "We produce normal mattresses but do we get these mattresses from you or do we make these mattresses?" We also support this approach. In fact let them produce these kinds of mattresses. If some more firms reveal in this path, awareness will also increase, so it is our wish, in this meaning. We get returns quite well. Today there were more guests from abroad. I can say we hosted completely from abroad. We also go to the fairs abroad with that purpose and they come and see our products, maybe a position would happen to do a partnership, of course after the fair. This will be managed by the colleagues in foreign trade but a quite well profile is touring here and at least we serve to the customers having consciousness. There is no business done with the final consumer here; we are in communication with the final consumers from the stores. We want to come together with sectorial firms, suppliers and producers some more and we came together, we continue. People will learn step by step, awareness will increase to this mattress show; participation of the producers will rise. Now it could not be known by people much more, but it will increase. Openly we expect it in the course of time. I believe that the advantages of participations in this fair in the first years, will be in the upcoming years. We struggled to join Ismob for years but unfortunately finding place is impossible. We would observe together that this fair will also see that achievement, will rise from three halls to six or more. Thanks.



Hasan Küçük,  
Chairman of The Board, Comfytex:

First of all, I should say that I wish that this participation to the fair will be beneficial for all the companies here. As Comfytex, this is our first participation and we think that this fair will be in the coming years a major fair in the market. The main Turkish industries of the bedding sector will have a better way to present themselves and meet their partners from all around the World. From this point of view, it has been a really successful fair for us. Our company had the opportunity to present our new designs and new brands to our partners. Our team from the R&D department had the chance to show our new innovative products. Comfytex is a Turkish brand and we do need this kind of opportunities to be known around the World. We will be here next year too.



Orhan Güler,  
General Manager, Elektroteks

Sleep Well Expo has brought together the key people, real buyers and the people who are interested in technology. For this reason, we are so happy. We couldn't find time to breath, while serving the visitors in our booth. There was a great interest in our stand. The fair was better than its first edition. It will be more productive in coming years. The visitors have had specific profiles; they were focused on the mattress and related industries. They were key buyers, all professionals. We talked to some friends in the mattress industry; they were also highly satisfied with results. We have visitors from abroad, mostly from Russia, India and Arabian region. There were domestic visitors, however, foreigners were more. I am highly optimistic for the future of the Sleep Well Expo. We need more foreign visitors. Thus the coverage and power of the fair will be improved. We thank all people who contributed in the organization.





This fair is both new and valuable for Turkey. Earlier, there were neither publications nor trade fairs focused on mattresses. It was needed seriously. The fair reflects the development of the mattress industry in Turkey and the size of the industry in the world. Almost whole world of the mattress industry was here. There were all the people interested in sleep products from companies and visitors from all over the world. We saw this, and we are happy. The fair will be a standard and traditional event for the industry. We support the fair. We have been taking part in every step of Sleep Well as a publication and as a trade fair.



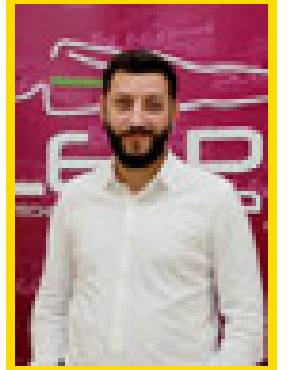
**Erhan Karakaşlar**  
General Manager, Giz Grup

The fair has run well beyond our expectations. There were more companies and visitors from abroad. We were happy to be here. It was very productive for us in terms of visitors' profile. They are all knowledgeable buyers in the mattress industry. The fair was highly beneficial for producers, suppliers, and machine manufacturers who were convened at the fair. The industry will expand more. Sleep Well seemed larger than the previous one. It will expand more in the future. We thank all people who took part in the organization.



**Koray Atamer**  
Proprietor, Onur Kapitone

We have been satisfied with the fair. All our expectations were met. We established very successful relationships with our guests and other participating companies. We have found valuable times for being with our peers and our competitors. All of them have expressed their satisfaction about the fair organization. The fair is valuable for us because we can watch the developments and innovations in the industry. All the companies think so. We see the results of the activities done in the fair. We also keep watching developments reflected in your publication Sleep Well. See you at the next edition.



**Alper Ocak**  
Board Member, İşkeçeli Yay

We were among the companies that were consulted for the organization of this event last year. Since then we have been putting our support for the fair and we will continue to do so in coming years. Last year there was a large number of visitors and participants coming from several parts of the world. We have been expecting growing number of participants for this year as well. As expected an additional hall was opened and sold 100 percent to 90 percent. This shows the interest of companies and people in this event. On the other hand, economic and political events occurred in the country and abroad have lead to a slowdown in the economy. Rising rates of foreign currencies both in Turkey and in foreign markets and the events in neighboring countries may have limited the number of visitors. In spite of these we have made promising talks with our customers and visitors. I talked to several managers of participating companies, they all seemed satisfied and desire to participate in next year as well. I think that the area will not be sufficient for growing demand. You have to expand the floor space in the third edition, even you need the forth and fifth halls. We may attract new companies and visitors from Europe, America, Australia, South Africa and far away countries. Your company and we sent invitations to all of our accounts and customers for the fair. We have been in the mattress industry for more than 40 years as producer. We invited all names in our account book. We saw almost all companies we have been operating in the same business. They also invited their customers to visit the fair. There were a large list of prospective visitors, composing from larger companies in global markets, in America, Australia and England. We saw the encouragement of Turkish producers for this fair by participating or visiting the event. We thank you and all companies who took part in the organization.



**Onur Kırayoğlu**  
Board Member, Kırayteks

Actually, the Fair has proved to be impressive and efficient one as it was the case the last one. The event has attracted an elite number of visitors from home and abroad. We exchanged views on the future of the sector. We think that the Fair, being an ideal platform and display window for the mattress industry, would make its presence felt in its future editions as well. Thank you for the organizing and visiting people of the event.



**Ramazan Çelik**  
General Manager, Sefox

Since we were members of advisory board, we have been feeling the gap for this kind of fair. There were similar fairs in China and America, but there was not any fair combining both machinery companies and mattress component companies. This is the only fair of this kind in the world. Our expectations were high and it seemed that we have over achieved them. Visitor profile is about the same for similar fairs held in Germany and China. There were visitors coming from neighboring countries, Europe, South America and interesting participants from Far East. It seemed that everybody in the fair seemed happy with the results and high number of visitors at the booths. As was mentioned yesterday in advisory board of the Sleep Well Expo, we are sure that it will be one of the world's most prestigious fair events in a short time. We also do not forget the fact that some fairs held in Germany have about 150 years of past and the Milan fair is 70 years old. We compare a fair of two years with these giants. We are proud of being a part of the organization that is so successful. It will be more comprehensive in the future, year after year. There are promising developments that will be disclosed by our friends. I especially thank your publication, Sleep Well magazine and to those who put their efforts behind its realization.



**Mustafa Nebi Doğan,**  
Sales And Marketing Director  
Mert Makine

We, as Nova Foam and Mattress Industry company, participated in Sleep Well fair. It was highly productive for us. We have met with new customers from several countries, and established new contacts. We spent time with our customers. We are considering taking part in the fair with our leading company, Aydin Textile, one of our group companies. We witnessed that it is really a professional organization. Representatives and professionals of companies serving in the industry have visited our booth. I believe that the fair will be larger next year. This is one of the first events in our sector, and we are happy and satisfied to be here. We believe in its success and growth.

In line with the dynamism of Turkey, Sleep Well Expo is also growing as a dynamic organization for our industry. Both machinery manufacturers and mattress producing companies were in the fair. Domestic companies and those who came from foreign countries found what they need for their businesses in this fair. I believe that this fair will be a leading and trend setting event for our industry. I thank you all parties who took part in the organization.



**Mustafa Taka**  
Chairman of The Board  
Nova Sünger

What is important especially for us, we had met with some of domestic customers whom we did not see for a long time. It was good to see them, because we changed our focus on export markets. 80 to 90 percent of our production is exported, because domestic market has reached its plateau. Sales are important though having talks with our customers are also important. For us, as machinery suppliers for the mattress industry, it is right to present here, but mattress producers may have been here as visitors, not as participants. There must be more companies in the fair as producers of fabrics, felts, springs, foam etc. When participants profile is expanded, there will be more visitors in the fair. I believe in the success of the event in coming years. I filled evaluation forms, and mentioned our assessment. Fairs are good, because we need more promotion for the industry.



**Barış Ümit,**  
General Manager, Ümit  
Makine

As Legget & Platt brand this is our first experience in Sleep Well Expo. We have been in Turkey just two years ago and we saw that Sleep Well is the only event in Turkey. It is so not only with the fair, but also with its publications. We are really happy with being here and we keep coming. Our team in the fair has found opportunities to meet with customers from France, England and the Balkans. Our president was also here at our first event. The industry is rather large. It might be a regional power in the area, however it was rather introvert by now. From now on global brands will be here in Turkey. We also wanted to deliver the same message at our booth. We only exhibited mattresses of our partners, with our motto, "partners on the job". We first thank you and then to our partners that help us to participate in this fair. Customers are able to distinguish among the products they were offered and they know what to buy. Brands having better products are preferred more. The industry is growing fast and will grow more in the future. When the three elements of mattresses are made of quality materials, as springs, fabrics and foam, producers can get their profits of their efforts.



**Ali Anıl,**  
Legget & Platt







Compared to the previous one, the Fair has turned out to be more impressive and efficient this year. We are able to reach our targeted customers and visitors during the fair. We have had a series of special orders as far as our product range of our company is concerned. It should be emphasized that the Fair has conveyed its message in an efficient manner before and after the event. The Fair has been able to display diverse range of mattresses and the related products in an integrated framework.

Featuring as a first in its field, SLEEP WELL EXPO has been able bring the professional of mattress industry, machinery and equipment together. The Fair become an ideal exhibition venue where the state-of-the art technologies, innovative products and latest collections are exhibited. We think that the future editions of the Fair would also be successful. Thank you for the organizing officials of SLEEP WELL EXPO.



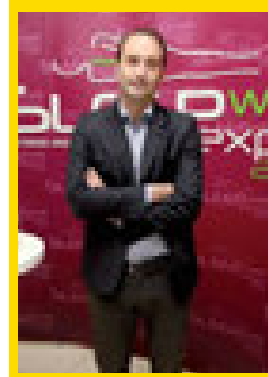
**Cansu Coşkun**  
Import And Export Manager  
Punteks

Latexco is one of the world's leading manufacturers of latex foam components for the bedding industry. The company produces a large range of mattress cores, toppers and pillow cores. Always in search for the true nature of sleeping they find ways to improve the quality of people's sleep. Latexco combines the flexibility and responsiveness of a family-owned business with the strengths of an international player. Besides the headquarters in Tielt (Belgium), Latexco also has production and logistical facilities in Spain (Zaragoza), USA (Georgia & California) and Indonesia (Surabaya) & decentralized sales offices in Singapore, Italy and Spain. The bedding manufacturers that transform their cores and toppers into finished mattresses and pillows can count on a strong integrated approach: a high-quality product, developed in an ecologically balanced and sustainable way and delivered through fast and reliable service. "My name is Alexander. I am CEO of Latexco. We are latex producing company from Belgium. That is the second time that we present here at Sleep Well Expo. We are very happy and satisfied about how everything is well organized."

"I think what we have seen is the fair has grown. There is much more exhibitor compared to last year and more attendance of people. It has better professional atmosphere compared to last year. So there are steps have been taken."

"The fair will surely grow in the coming years. Maybe we should consider to do it only once every two year. Because every year is quite for us, it is a quite big investment to be here. We see that other fairs like in U.S. and Germany are only done every two year so maybe that could be an advice to you and you should consider to do it every two years. And then I think it will further grow and you will have more people coming to the show." "You see booths and stands are nicer compare to last year. You see exhibitors are investing more to be present here are being more professional and nicer. So I think everyone is very happy with the show."

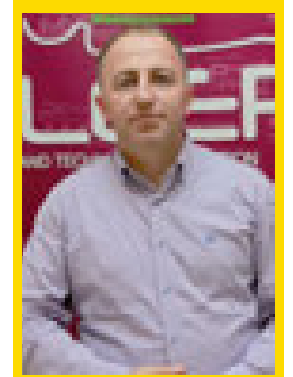
"I want to congratulate Sleep Well organizer and good luck for the future."



**Alexander Bolliou**  
Latexco CEO

The fair was so beneficial and a success. We especially thank all who participated in the organization of this fair. As Milkay technic company we have participated several fairs in the world. When we compare this fair with similar events in the fair, we see that it has

no flaws. We especially mentioned to all our visitors that this is the only fair of its kind in the world. It may be one of the top five fairs in the world that businesses should take part or to visit in about five years. We say this depending on our experiences in similar fair. Turkish companies are aware of this fact and all support it. We learned much and we will be successful. We are running on the right path. It was a highly dynamic fair. It was a highly focused event. All people and parties in the fair were all real professionals eager to buy the right product. We worked hard to serve to large number of visitors. We talked about serious and beneficial topics with them. People coming from the Middle East and the Balkans were highly helpful for us to understand and getting to know about the markets. Next year we will be talking about the further expansion and success of this fair. We thank you all.



**Oğuz Özev**  
Sales And Marketing Manager  
Milkay



**Voli** ▶  
Fuar Hizmetleri A.Ş.

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